

Data#3's Technology Consumption Model

A model that provides customers with choices to consume technology in different ways.

Data#3 understands that one business technology solution does not apply to every customer and to address this, we have developed a unique method for creating choices for customers to consume technology. As shown in the graphic below, cloud computing has created new options for businesses and is now one of a number of choices to achieve a business objective.

By adopting the Data#3 Technology Consumption Model and applying it across our solutions, customers are able to explore the potential opportunities available to them.

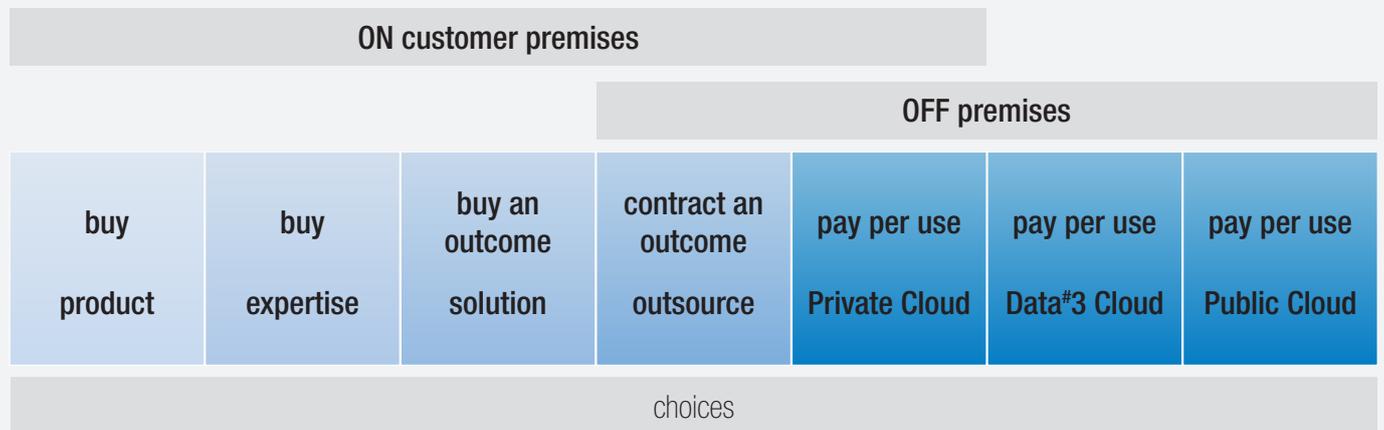


Diagram: Technology Consumption Model

buy product	<p>In many cases, our customers have defined their requirements and will buy hardware or software in volume.</p> <p>What are the considerations when choosing a supplier? Product quality, price, availability, and the product purchasing and receiving process.</p>
buy expertise	<p>Our customers are also often looking for specific expertise, either in people with the appropriate skills, or from businesses offering proven methodologies and processes.</p> <p>What are the considerations when choosing a supplier? The availability of those skills or processes and their price.</p>

TECHNOLOGY CONSUMPTION MODEL

Data#3

buy an outcome solution

When our customers business needs are less defined, they may need a more complex solution with a mix of integrated products. This means the customer will buy a solution to deliver an outcome.

What are the considerations when choosing a partner? Expertise, track record, and the ability to deliver on time and on budget.

contract an outcome outsource

Often a customer will want a business or technology outcome delivered on an ongoing basis by a third party under contract. They will want to outsource that outcome.

What are the considerations when choosing a partner? Proven capability, industry standard methodologies, flexibility and ease of doing business.

The cloud has opened up more opportunities for Data#3 customers. With the cloud, our customers can:

- Quickly scale computing capacity and power to handle peak loads
- Execute specific business functions using infrastructure, development platforms, and software delivered from the cloud.

What will customer consider when choosing a cloud partner?

The ability to account and charge on a usage basis, unlimited scalability and provide best practice reliability and security.

pay per use Private Cloud

Many of Data#3's customers will want to deploy their own private cloud. The Private Cloud option offers a number of cloud computing benefits while providing the highest level of control, security and accountability. These customers are also better positioned to understand their service costs and compare these with other service options. In this model the customer becomes their own Cloud Service Provider.

pay per use Data#3 Essential Cloud

When a Data#3 customer wants flexible and tailored cloud services from a trusted Australian provider, they turn to the Data#3 Essential Cloud for Software and Infrastructure Services. Leveraging Data#3's Infrastructure as a Service is a core component of our Essential Cloud solution, our customers are given a Service Level Agreement and access to our 24/7 service desk.

pay per use Public Cloud

For some services, customers may have a reduced need for control and flexibility and will seek the lowest possible cost using an out-of-the-box service. In these cases, customers will consume services from the Public Cloud.